



KNXV

# ORDER

Flight Dates 07/24/12-08/01/12

Contract / Revision 304757 / Wil Cardon for Senate 2012

Original Date / Revision 07/31/12 07/31/12  
Agency Com 15%

Advertiser Cardon / Republican / Senat

PO Box 288  
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

500 N Washington Street - Suite #3  
Alexandria, VA 22314

Sales Office EWSDC  
Sales Region NAT  
Agency Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Sep 00:10:00  
Estimate # TV: 07240730 :30's  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL CAND  
Product Codes PL  
Priority P-6  
Advertiser Ref

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

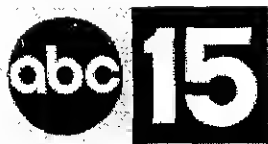
## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	77	\$27,918.25	\$32,845.00	0.00	06/25/12	07/29/12	77	\$27,918.25	\$32,845.00
August 2012	16	\$6,846.75	\$8,055.00	0.00	07/30/12	08/01/12	16	\$6,846.75	\$8,055.00
Totals	93	\$34,765.00	\$40,900.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	07/24/12	07/30/12	M-F 5-6am	CM	5am-6am	22222--	:30	10	\$100.00	P-3	0.00	NM	10	\$1,000.00
				M-F 5-6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	-2222--			8		\$100.00		0.00				
Week:		07/30/12	08/05/12	2-----			2		\$100.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
10	KNXV	07/30/12-08/05/12		M-F 5-6am		5am-6am	M-----	:30		(\$100.00)		0.00	NM		

See MG 1.11



KNXV

Print Date: 07/31/12

Page 2 of 3

**KNXV-TV  
PHOENIX**

Contract / Revision 304757 Flight Dates 07/24/12-08/01/12

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	07/24/12	07/30/12	M-F 5-6am M-F 5-6am	CM	5am-6am	2222--	:30	10	\$100.00	P-3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	2-----	2		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
11	KNXV	07/31/12-08/01/12		M-F 5-6am		5am-6am	-TW-----	:30		\$100.00		0.00	NM		
Ⓜ MG for 1.10 07/30															
2	KNXV	07/24/12	07/30/12	M-F 6-7am M-F 6-7am	CM	6am-7am	2222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-2222--	8		\$225.00		0.00						
Week:		07/30/12	08/05/12	2-----	2		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
10	KNXV	07/30/12-08/05/12		M-F 6-7am		6am-7am	M-----	:30		<del>(\$225.00)</del>		0.00	NM		
See MG 2.11															
11	KNXV	07/31/12-08/01/12		M-F 6-7am		6am-7am	-TW-----	:30		\$225.00		0.00	NM		
Ⓜ MG for 2.10 07/30															
3	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	2222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-2222--	8		\$225.00		0.00						
Week:		07/30/12	08/05/12	2-----	2		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
10	KNXV	07/30/12-08/05/12		M-F 7-9am		7am-9am	M-----	:30		<del>(\$225.00)</del>		0.00	NM		
See MG 3.11															
11	KNXV	07/31/12-08/01/12		M-F 7-9am		7am-9am	-TW-----	:30		\$225.00		0.00	NM		
Ⓜ MG for 3.10 07/30															
4	KNXV	07/28/12	07/28/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-----S-	1		\$75.00		0.00						
5	KNXV	07/29/12	07/29/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-----S	1		\$75.00		0.00						
6	KNXV	07/24/12	07/30/12	M-F 9am-10am Sonoran Living	CM	9am-10am	11111--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-1111--	4		\$100.00		0.00						
Week:		07/30/12	08/05/12	1-----	1		\$100.00		0.00						
7	KNXV	07/24/12	07/30/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	11111--	:30	5	\$80.00	P-6	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-1111--	4		\$80.00		0.00						
Week:		07/30/12	08/05/12	1-----	1		\$80.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	07/30/12-08/05/12		M-F 11am-12pm		11am-12pm	M-----	:30		<del>(\$80.00)</del>		0.00	NM		
See MG 7.6															
6	KNXV	07/31/12-08/01/12		M-F 11am-12pm		11am-12pm	-TW-----	:30		\$80.00		0.00	NM		
Ⓜ MG for 7.5 07/30															
8	KNXV	07/24/12	07/30/12		CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00



KNXV

Print Date: 07/31/12

Page 3 of 5

Contract / Revision **304757** Flight Dates **07/24/12-08/01/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:10:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :30's**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 430pm-5pm															
M-F 430pm-5pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-1111--	4		\$225.00		0.00						
Week: 07/30/12		08/05/12	1-----	1		\$225.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	07/30/12-08/05/12		M-F 430pm-5pm		430pm-5pm	M-----	:30		<del>(\$225.00)</del>		0.00	NM		
See MG 8.6															
6	KNXV	07/31/12-08/01/12		M-F 430pm-5pm		430pm-5pm	-TW-----	:30		\$225.00		0.00	NM		
Ⓜ MG for 8.5 07/30															
9	KNXV	07/24/12	07/30/12	M-F 4pm-430pm	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
4PM News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-1111--	4		\$200.00		0.00						
Week: 07/30/12		08/05/12	1-----	1		\$200.00		0.00							
10	KNXV	07/24/12	07/30/12	M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
M-F 5pm-530pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-1111--	4		\$450.00		0.00						
Week: 07/30/12		08/05/12	1-----	1		\$450.00		0.00							
11	KNXV	07/24/12	07/30/12	M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
M-F 6pm-630pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-1111--	4		\$450.00		0.00						
Week: 07/30/12		08/05/12	1-----	1		\$450.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	07/30/12-08/05/12		M-F 6pm-630pm		6pm-630pm	M-----	:30		<del>(\$450.00)</del>		0.00	NM		
See MG 11.6															
6	KNXV	07/31/12-08/01/12		M-F 6pm-630pm		6pm-630pm	-TW-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 11.5 07/30															
12	KNXV	07/28/12	07/28/12	Sa 6pm News	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
SA 6pm-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-----S-	1		\$250.00		0.00						
13	KNXV	07/29/12	07/29/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
SU 5pm-530pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-----S	1		\$250.00		0.00						
14	KNXV	07/24/12	07/30/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,550.00
M-F 630pm-7pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-1111--	4		\$700.00		0.00						
Week: 07/30/12		08/05/12	1-----	1		\$750.00		0.00							
15	KNXV	07/28/12	07/28/12	SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
SA 630pm-7pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/23/12		07/23/12	07/29/12	-----S-	1		\$450.00		0.00						
16	KNXV	07/30/12	07/30/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
Glass House															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 07/30/12		08/05/12	M-----	1		\$3,500.00		0.00							
17	KNXV	07/25/12	07/25/12		CM	9pm-10pm	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00



KNXV

**KNXV-TV  
PHOENIX**

Print Date: 07/31/12

Contract / Revision **304757** Flight Dates **07/24/12-08/01/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:10:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :30's**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wednesday Prime C															
Final Witness															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--W----					1	\$2,000.00		0.00			
18	KNXV	07/27/12	07/27/12	Friday Prime A Shark Tank	CM	7pm-8pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					1	\$2,000.00		0.00			
E 19	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>			<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/23/12-07/29/12		Friday 8-10pm		8-10pm	-----F----			:30	<del>(\$1,000.00)</del>	0.00	NM		
Credited [Credit. Buyer did not respond to MG Offer in time.]															
20	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					1	\$3,000.00		0.00			
21	KNXV	07/28/12	07/28/12	ABC Saturday Prime Saturday Prime	CM	7pm-10pm	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$1,500.00		0.00			
22	KNXV	07/29/12	07/29/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					1	\$2,000.00		0.00			
23	KNXV	07/24/12	07/30/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1111--					4	\$850.00		0.00			
Week:		07/30/12	08/05/12	1-----					1	\$850.00		0.00			
24	KNXV	07/28/12	07/28/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$450.00		0.00			
25	KNXV	07/29/12	07/29/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					1	\$850.00		0.00			
26	KNXV	07/24/12	07/30/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1111--					4	\$350.00		0.00			
Week:		07/30/12	08/05/12	1-----					1	\$350.00		0.00			
27	KNXV	07/29/12	07/29/12	Su 4pm/430pm News Su 4pm/430pm News	CM	4-430pm/430pm-5p (4:00 PM-4:30 PM)	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					1	\$150.00		0.00			